

Abstract

The diploma thesis called „Domestication of Television News: Everyday Social Use of Television News in the Contemporary Family Environment” deals with the question of how and why are the evening news used in the family environment. It approaches this topic from the perspective of auditorial approach of cultural studies, takes for granted the existence of autonomous active audience. It informs about the key studies of social use of media, e.g. the typology of social use or role of gender in the attitude to media, and it deals with the question of relation of children and media. Further part of work is devoted to the news, its characteristics and the possible social use of this format by specific members of the family. These concepts are consequently used as tools for the research itself. The research of social use of the evening news is carried out with the help of qualitative grounded theory.

In the empirical part the author arrives to the following conclusions: the main motivation for watching news is informative use, though at the same time it is used as a coulisse to other activities, most often bathing children and preparing or eating dinner. The most widespread type of watching news might be described as „monitoring“, when television news viewing is secondary to some other primary activity. Viewers in this mode watch the broadcast just enough to keep up with what is happening on the screen. Evening news is not much watched by children from their own will, but they are often in the same room, where the television news is on. Women more often attach importance to the television news, while men are able to concentrate on watching for a longer time.